MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022 / 2023 SESSION (TERM ID 2215)

DDS5024 – INTRODUCTION TO DIGITAL AND SOCIAL MEDIA MARKETING

(All Groups)

22 FEBRUARY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

(a) Mobile marketing has become the major web usability today. List **EIGHT (8)** mobile marketing options that digital marketers could adopt. (8 marks)

(b) What are the **SEVEN (7)** mobile design requirements checklists? (7 marks)

(c) Give **FIVE (5)** examples of mobile applications that are commonly used in Malaysia. (5 marks)

(Total: 20 marks)

QUESTION 2

(a) Opt-in email is an effective method of communication since it is a push method, delivering information to the mail inbox of the audience. List **EIGHT (8)** success factors of opt-in email marketing. (8 marks)

(b) Discuss **SIX (6)** attributes of effective email. (12 marks)

(Total: 20 marks)

QUESTION 3

(a) Discuss **FIVE (5)** ways how digital marketers could keep the relationship with customers alive with dialogue, relevancy, accuracy, magic and access. (10 marks)

(b) Profiling helps digital marketers to know their customers better. Discuss **FIVE (5)** benefits of profiling. (10 marks)

(Total: 20 marks)

QUESTION 4

(a) Suggest **FIVE (5)** digital business solutions on how digital businesses could prevent scam to be happened. (10 marks)

(b) Apart from the above scam, discuss **FIVE (5)** other possible digital business security threats. (10 marks)

(Total: 20 marks)

Continued...

QUESTION 5

(a) Draw SOSTAC framework. (12 marks)

(b) Identify the 4Ms resources and explain how could the 4Ms support in implementing a digital marketing plan. (8 marks)

(Total: 20 marks)

End of Paper